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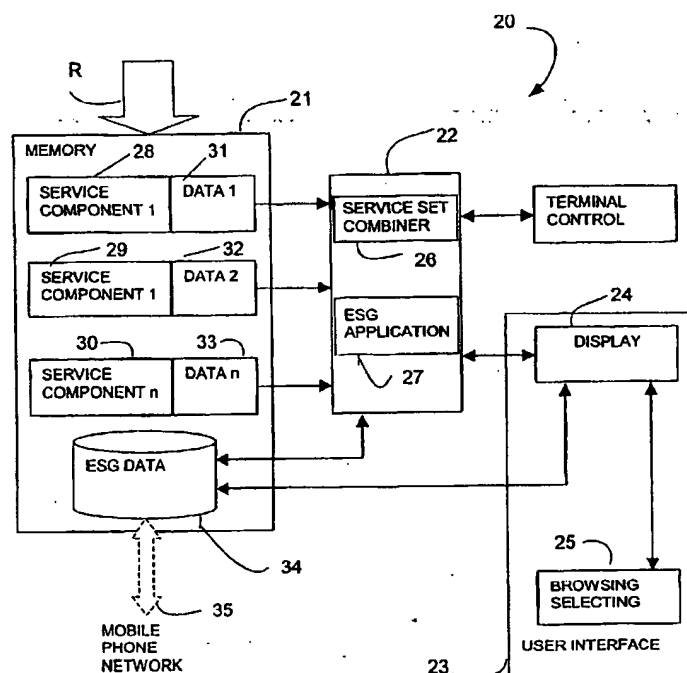
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[Continued on next page]

(54) Title: PROVIDING SERVICE SELECTION AND OBTAINING SERVICES



**(57) Abstract:** Plural service providers each provide services to one or more multicast service systems, which forward service sets formed by bundling received services to a respective multicast operator (Figure 1). The service sets are then multicast in IP datacasting bursts, and can be received by a mobile terminal (20). Each service comprises one or more service components, which have different media formats, e.g. audio, video, game, software, chat, offline web page, etc. The service components comprise content data and service identification data. A service set schedule giving timing information relating to the transmission of the IP datacasting burst and the transmission frequency is created. An IP burst begins with ESG data. The service set schedule may be part of the ESG data or it may be transmitted separately. The mobile terminal (20) can use the timing information to tune to the appropriate channel at the appropriate time to receive and then to decode service identification data relating to a

required service, and subsequently obtain required service components thereof. The service components are stored in portions (28-30) of the memory. Service selection is enabled by a user interface (23).



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